

**DEPARTMENT OF EMPLOYEE
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**State of Wisconsin
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**DEPARTMENT OF HEALTH
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November 10, 2025

The Honorable Clint P. Moses
Chair, Committee on Health, Aging and Long-Term Care
Room 12 West, State Capitol
PO Box 8953
Madison, WI 53708

The Honorable Rachael Cabral-Guevara
Chair, Committee on Health
Room 323 South, State Capitol
PO Box 7882
Madison, WI 53707

Dear Representative Moses and Senator Cabral-Guevara:

Wisconsin Stat. § 153.05(2s) directs the Department of Health Services (DHS) and the Department of Employee Trust Funds to jointly prepare an Annual Report on the activities of the Wisconsin Health Information Organization (WHIO). This Report is submitted to the standing committees of the Legislature with jurisdiction over health issues and can also be found online at <https://www.dhs.wisconsin.gov/publications/p01067-2024.pdf>.

Please find enclosed the 2024 Annual Report on the activities of WHIO. If you have any questions, please contact the Division of Medicaid Services Bureau of Fiscal Accountability and Management at DHSBFAMDataRequests@dhs.wisconsin.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read "J. Voelker".

John Voelker, Secretary
Department of Employee Trust Funds

Sincerely,

A handwritten signature in blue ink, appearing to read "Kirsten Johnson".

Kirsten L. Johnson, Secretary
Department of Health Services



2024 Annual Report to the Wisconsin Legislature on the Wisconsin Health Information Organization

Submitted by the Wisconsin Department of Health Services, November 2025

Executive Summary

The Wisconsin Health Information Organization (WHIO) was founded in 2008 as a public-private partnership to maintain a health insurance claims repository and provide information to the public on behalf of the Wisconsin Department of Health Services (DHS). The purpose of Wisconsin's All-Payer Claims Database (APCD) is to ensure that state government and private industry organizations have access to a trusted, neutral source of data and information to improve the quality, safety, and cost-efficiency of health care in Wisconsin. To fulfill this purpose, the WHIO has increased the amount and type of data available for analysis and expanded the products and services it provides.

In 2024, the WHIO furnished de-identified data and informational reports to over 40 organizations. Key accomplishments from projects that use WHIO's data, technical expertise, and services include:

- Generated multi-source, real-world Data Marts for complex analyses.
- Provided antibiotic stewardship outpatient medical and dental public reports; private reports to 15 provider organizations with periodic updates.
- Supplied the WHIO's comprehensive data sets to DHS for public health monitoring and improvement.
- Shone a light on primary care utilization for women of child-bearing years.

The private sector continues to contribute data, human capital, and financial support to the WHIO. Wisconsin state government is contributing the Medicaid data and representatives to the WHIO's Board of Directors. In 2024, the WHIO obtained project specific funding from state agencies in exchange for products and services that the WHIO provided. The WHIO is the largest health care data source in Wisconsin, and the only data system that can provide objective information on all aspects of the care provided to most Wisconsinites.

As federal policies shift under the Trump administration, the need for comprehensive, accurate data to inform Wisconsin's health policies is essential. The WHIO is well-positioned to support the critical information needs of state government and other health care entities so that future decisions lead to positive health outcomes for Wisconsinites.

Background

In 2008, Wis. Stat. §153.01(3g) established a requirement for DHS to maintain a health care claims data repository and provide information to the public on the quality and cost efficiency of health care in Wisconsin. The WHIO was established in 2008 as a 501(c)(3), public-private partnership to fulfill this role on behalf of the State of Wisconsin. Founding organizations of

WHIO envisioned that: 1) the WHIO data and information would be accessible to all health care stakeholders to answer a variety of questions; 2) the WHIO would serve as a source of unbiased information; and 3) the cost to maintain the WHIO would be shared by state government and the private sector so that access to the WHIO's data would be affordable for all organizations. Over time, the WHIO has grown its volume and types of data, the sophistication of its technology services, and the number of diverse uses of the WHIO data and information to understand the health care delivery system in Wisconsin and the health of Wisconsinites.

The WHIO is governed by a Board of Directors (BOD) that includes state agencies, commercial payers, provider organizations, physicians, business representatives, and technology representatives to ensure a variety of perspectives are heard. The 2024 BOD included representatives from these organizations:

- WI Department of Health Services
- WI Department of Employee Trust Funds
- WI Department of Workforce Development
- The Alliance
- Ascension Wisconsin
- Benefits Services Group Analytics
- Leading Choice Network
- Medical College of Wisconsin (research)
- Network Health
- Prevea Health
- Quartz Health Solutions
- UnitedHealthcare
- Wisconsin Physicians Service Health Insurance
- Wisconsin Collaborative for Healthcare Quality

WHIO Insights Hub

The WHIO Insights Hub is supported by state-of-the-art, cloud-based technology, which is required to house and provide meaningful insights from “big data.” At the end of 2024, the WHIO Insights Hub contained:

- \$453 billion in health care spending
- 5.57 million insured lives
- 785 million medical claim lines (\$400 billion)
- 242 million pharmacy claim lines (\$53 billion)

The WHIO claims data includes eligibility, medical, and pharmacy data on Medicaid, Medicare Advantage, commercial and self-funded employer health plans. Insurance claims are voluntarily submitted to the WHIO by DHS, multiple health insurance companies, and self-funded employers who are committed to high quality, low cost, accessible health care in Wisconsin. In addition, the WHIO hosts a health care provider organization and clinician registry and creates derived data like risk adjustment indicators to expand the types of data available, and the accuracy of computations conducted on the WHIO data.

The WHIO provides de-identified claims Data Marts, pre-built reports via a secure, web-accessible portal, and custom services including data extracts, analytics, and reports. In 2024, the WHIO provided de-identified data and information to more than 40 organizations and government agencies, including Data Marts and Reports updated throughout the year, and one-time data extracts and reports.

Table 1: Number and Type of Organizations using WHIO Products and Services (2024)

	Data Mart	Data Extract	Report
Government Agencies	1	2	1
Health Care Organizations	8	1	22
Research Organizations	5	4	2

The WHIO is the largest health care data source in Wisconsin, and the only data system that can provide objective information on all aspects of the care provided to Wisconsinites.

2024 WHIO Key Accomplishments

In 2024, the WHIO provided actionable data and information on important topics to Wisconsin. Highlights of these accomplishments are below.

Real World Knowledge Using Complex Data Systems

Over the past three years, the WHIO has expanded its ability to combine the WHIO claims data with other data sources to create multi-data source, de-identified Data Marts on behalf of our customers. These Data Marts allow the user to obtain a more comprehensive “picture” of the subject of their analyses. To date, the WHIO has combined its medical and pharmacy claims data with data from the electronic medical record system, Wisconsin Cancer Reporting System, Wisconsin Census, and dental claims data. These complex data systems are being used to increase real-world understanding of topics like opioid misuse, cancer screening, maternal and child outcomes, and the interaction between dental and medical health.

Antibiotic Stewardship

The overuse of antibiotics to treat infections is the root cause of superbugs – mutated strains for which there are few treatment alternatives – and antibiotic resistance. In addition to this health impact, the overuse of antibiotics is wasteful spending.

The WHIO, in partnership with the DHS Antimicrobial Stewardship Program and the Business Services Group Analytics began to develop a comprehensive reporting system to increase awareness of the overuse of antibiotics by Wisconsin’s medical and dental clinicians in 2022. In 2023, two reports were released to the public providing a comprehensive overview of the use of antibiotics in Wisconsin: *Trends in Outpatient Antibiotic Prescribing in Wisconsin 2018-2021* and *Trends in Dental Antibiotic Prescribing in Wisconsin 2018-2021*. Starting in 2024, the WHIO onboarded 15 health care organizations to the WHIO’s Applied Insights report portal. Through the reporting portal, provider organizations can access their organization’s results compared to a statewide average, understand physician level prescribing patterns, and take actions to reduce the unnecessary use of antibiotics.

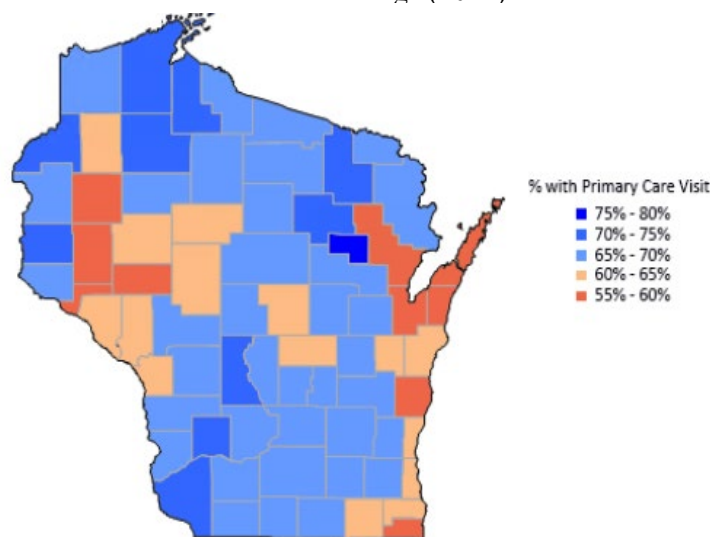
Public Health

The DHS Division of Public Health (DPH) maintains several content specific databases (for example, immunization registry, cancer registry) and has access to the Medicaid claims data. The WHIO continues to provide its comprehensive data assets to the DPH, expanding the options DPH has to monitor the health and safety of Wisconsinites. This data is used to quantify the incidence and prevalence of infectious and chronic diseases that shorten life expectancy and reduce quality of life. As uncertainty about federal resources to support federal and state health care databases increases, the WHIO data – which includes all health care services, clinical diagnoses, and geographic locations in Wisconsin – is even more valuable as a tool to safeguard the health of Wisconsinites.

Primary Care Utilization

In 2024, the WHIO co-produced the Healthy Metric report, “*Primary Care Utilization and the Health of Women of Childbearing Age.*” Primary care is important to all women of childbearing age to support overall health, manage chronic conditions, and facilitate reproductive health to enhance the well-being of families and communities. Overall, 65% of insured adult women of childbearing age had at least one primary care visit in 2022. However, this rate varied across Wisconsin regions (Figure 1). The Healthy Metric project is a collaboration between the WHIO, UW-Madison School of Medicine and Public Health, Medical College of Wisconsin, Marshfield Clinic Research Institute, and the Wisconsin Collaborative for Healthcare Quality. The Wisconsin Partnership Program and Advancing a Healthier Wisconsin Endowment fund this project.

Figure 1: All Female Patients Aged 18-44 with Insurance Coverage (2022)



Summary

High-quality, safe, affordable health care is a goal shared by health care leaders in Wisconsin. However, the path to achieving optimal health and health care is complicated by ongoing changes in diagnostic and therapeutic alternatives that come with high price tags, outdated payment methods, and a convoluted delivery system structure. Using data to describe this uncertainty will enable stakeholders to make informed decisions so the best policies and programs can be implemented. The WHIO’s high quality, standardized, comprehensive data and complex analytics are ready to meet these information needs.

The WHIO is currently supporting multiple projects such as antibiotic stewardship, enhanced public health monitoring, creating multi data source Data Marts and supplying large data sets to a

variety of Wisconsin-based organizations and researchers. Nevertheless, more can be accomplished using the WHIO's comprehensive data and objective information to drive informed decisions.